



CAMBRIA TOURISM BOARD (CTB)
(Cambria Local Fund Advisory Board)
Board Meeting Agenda
September 10, 2026

Time: **2:00 p.m. – 2:45 p.m.**

Location: **Cambria Pines Lodge - Treetop Room**
2905 Burton Avenue
Cambria, CA 93428

	<u>Person</u>	<u>Time</u>
1. Call to Order Introduction and welcome to attendees	Pacheco	2 min
2. Consent Agenda Items Board Meeting Minutes – August 11, 2026 Marketing Committee Meeting Minutes – August 11, 2026 Financial Statements – July 31, 2026	Pacheco	3 min
3. Public Comment Please limit to 3 minutes per speaker		15 min
4. Discussion & Action Items <i>(each item will allow for Board Discussion, followed by Public Comment)</i>		
4.1 Cambria Chamber Art & Wine Event Funding Application The Cambria Chamber of Commerce has submitted a funding application to assist with costs of the 2027 Cambria Art & Wine Festival. The Board will discuss and vote on approval.	Pacheco	10 min
5. Information Items/Presentations		
5.1 Marketing Committee Report Jessica Blanchfield will give the monthly presentation to the board, including discussion of marketing progress and statistics since the last board meeting.	Blanchfield	15 min

5.2 H1TA Reports

Local Fund Summary – September 2026

6. Future Agenda Items/New Business

7. Adjournment

8. Informational

8.1 Next Cambria Tourism Board Meeting

October 13, 2026 – 1:00 p.m. at Cambria Pines Lodge

8.2 Deadline for Agenda Items to be sent to the Managing Assistant

October meeting deadline – September 23, 2026

8.3 Next Highway 1 Tourism Alliance Board Meeting

September 30, 2026 - 2:00 p.m. at Cambria Pines Lodge

BROWN ACT: The Brown Act requires that an agenda include a brief description of each item to be transacted or discussed be publicly posted at least 72 hours prior to a regular meeting and at least 24 hours prior to a special meeting. The agenda will be posted at www.Highway1RoadTrip.com/member as well as outside the Katcho Achadjian Government Center located at 1055 Monterey Street, San Luis Obispo. The Brown Act does not require the packet be posted but does require that materials shall be made available for public inspection at the time materials are distributed to the board. The location of the office for public inspection of documents is 81 Higuera St., Suite 220, San Luis Obispo, CA. To request an electronic copy of the board materials, contact the administrator, Jill Jackson, at admin@VisitCambriaCA.com. A printed packet will also be available at the public meeting. Action may not be taken on items not posted on the agenda.

ADA: Meeting facilities can be accessible to persons with disabilities. If you require special assistance to participate in the meeting please notify Jill Jackson, at admin@VisitCambriaCA.com or 805-395-2595 at least 48 hours prior to the meeting.

MADDY ACT: The County of San Luis Obispo maintains the list of all appointive terms and offices. As required, the list of vacancies and appointments is posted annually after the first of the year at the City of San Luis Obispo County Library, and in the Board of Supervisors Office in accordance with Government Code requirements. When an appointee resigns, new vacancies are posted at the City of San Luis Obispo County Library, and outside the Katcho Achadjian Government Center. For the most current list of vacancies and appointments, please contact the Clerk of the Board at ad_board_clerk@co.slo.ca.us or call 805-781-5011. A list of Committee and Commissions whose members are appointed by the County of San Luis Obispo Board of Supervisors as well as the application to apply can be found at <https://www.slocounty.ca.gov/departments/board-of-supervisors/serve-your-community>.

NOTICE TO PUBLIC: You are welcome and encouraged to participate in this meeting. Public Comment on items not listed on the agenda will be heard at the meeting as noted on the agenda. "Public Comment" is set aside for members of the audience to raise issues that are not specifically on the agenda. However, due to public meeting laws, the Board can only listen to your issue, not respond or take action. These presentations are limited to three (3) minutes and total time allotted to non-agenda items will not exceed fifteen (15) minutes. The Board may give direction to staff to respond to your concern or you may be offered the option of returning to discuss at a future meeting where the item is properly agendized. With regard to items that are on the agenda, you will be given an opportunity to speak for up to three (3) minutes when the Board discusses that item. When addressing the Board, speakers are requested to state their name and adhere to the time limits set forth. Citizens may request that a topic related to the business of the tourism board be placed on a future agenda. Once such an item is properly agendized and publicly noticed, the Board can respond, interact, and act upon the item. The order of agenda items is listed for reference and may be taken in any order deemed appropriate by the Board of Directors. The agenda provides a general description and staff recommendations; however, the Board of Directors may take action other than what is recommended.



CAMBRIA TOURISM BOARD (CTB)
(Cambria Local Fund Advisory Board)
Board Meeting Minutes
August 11, 2026

1. Call to Order

The meeting was called to order by Board Chair Greg Pacheco at 1:00 p.m.

Members Present

Greg Pacheco
Karen Cartwright
Georgia Legg
Jim Bahringer
George Marschall
Angel Gonzalez

H1TA

CAO Cheryl Cuming

Guests

Katherine Gillen, Ian Cameron, Jackie Hogan, Shelly Holden, Kylie Williams, Jessica Blanchfield, Summer Bonilla, and Jill Jackson, CTB MA.

Absent:

Steve Kniffen

2. Consent Agenda Items

Board Meeting Minutes – July 14, 2026

Financial Statements – FYE June 30, 2026

Georgia Legg moved, and Jim Bahringer seconded, to approve the board meeting minutes of July 14, 2026, and June 2026 Financial Statements as presented. Motion passed: 5 in favor, 1 abstained: George Marschall (absent for July 14 meeting).

3. Public Comment

None

4. Discussion & Action Items

4.1 Cambria Chamber Art & Wine Event Funding Application

Greg explained that the first item on the agenda is the Chamber funding application to assist with costs of the 2027 Cambria Art & Wine Festival. He asked Katherine Gillen if she would like to present anything. She shared that the QR code really limited them last year, they could have sold more tickets without it. They will not use this year. A letter from Reagen Kniffen Catalan, the new event director, is attached to explain the marketing plan. Greg stated that the marketing plan needs to be more detailed and include dollar amounts. Also, current financial statements are missing. Only the event statements are enclosed. Katherine said she thought the documents filled all the requirements. Cheryl explained that all of the items are listed and you initial next to each one to confirm it is enclosed. Katherine said she has the financial statements and will get a more detailed marketing plan from Reagen. Greg confirmed that she could resubmit for consideration in September. Cheryl reminded the board to consider conflicts of interest with Jim and Angel because

of their participation in the event. Jim and Angel confirmed that there would be no payment received for the use of their properties and that is included in the wording of the contracts.

The Cambria Chamber Art & Wine Event Funding Application was tabled in order for them to supply additional required attachments.

4.2 Cambria Lawn Bowls Club Event Funding Application

Greg introduced the Cambria Lawn Bowls Club President Ian Cameron and member Jackie Hogan. They have submitted a funding application to assist with tournament costs. Ian explained that they are excited about working with the CTB marketing committee, and he attended the meeting just prior. His goal is to expand the reach of the club and welcome new groups. He reviewed the application onscreen, including possible tournament dates, the marketing plan and the anticipated room nights created. They plan to have one in March or May. One may not happen until June or July, which is not part of the shoulder season. He showed photos of some of the recent club events. Jackie said that Facebook live streaming the events gets great exposure, including internationally. Ian showed the CTB logo on their team shirts. Cheryl pointed out that one of the tournaments that they are asking for funding on has already occurred. She said that past events can not be funded.

Jim Bahringer moved, and Karen Cartwright seconded, to approve funding \$4,000 from event budget funds for the upcoming tournaments. Motion passed: 4 in favor, 2 against: Greg Pacheco and George Marschall.

5. Information Items/Presentations

5.1 Marketing Committee Report

Jessica Blanchfield reviewed additional videos showcasing unique Cambria created this last month from the footage collected previously. They included Tara Covell, Consuelo Macedo, Jose at Seachest and Aaron Linn. She reviewed the numbers from one video (Covell), we received an additional 1,700 followers. That is incredible from just one video, and it is all organic and unpaid. The view and share numbers are great too. She explained that they hope to “lean into” El Nino, much like was done with Covid. Activities that can be done in the wet weather. She said that all businesses will need to be involved, but it will benefit everyone. She hopes to promote indoor activities like art galleries and shows, art lessons, book clubs, yoga, including “Granny hobbies” like canning, knitting, and pottery. Salty Pages is a new bookstore that hosts authors and book clubs. Another activity is storm watching from the boardwalk. Lodging could supply a “storm watching” basket, with a blanket, cocoa, etc. A drink crawl and a story telling trail are additional ideas. During the holidays this could be expanded on with ornament creation classes, eggnog contests, and Gingerbread house building. She said there would need to be a collective effort, including a community task force. The Chamber could help retailers and restaurants create workshops and experiences. She reviewed the steps to succeeding in the process and asked everyone to continue thinking about it and anything they can think of to promote

5.2 H1TA Reports

Local Fund Summary – August 2026

H1TA Roll up Report – FYE June 30, 2026

The reports were included in the Board Packet and were reviewed at the meeting.

5.3 H1TA Presentation

H1TA CAO Cheryl Cuming shared that they finished the fiscal year 6% ahead of projections, so that is good news. She explained that the District 94 transition was approved at the last BOS meeting, and now it is time to collect petition signatures. For the 94 District you need 50% of constituents to support it and sign the petition. The percentages are weighted, which helps. She said we are working on the big multi property companies first. She said that time constraints are tight, they are trying to achieve in thirty days what usually takes months. They did get the county to agree to an

online petition. It is the first one they have done. She shared postcards with the QR code to hand out and encourage people to respond. There are three more meetings still before it is all finalized. The deadline for petition signatures is September 4. She asked everyone present to make sure and fill out the petition for their property.

6. Future Agenda Items/New Business

None

7. Adjournment

There being no further business, the meeting was adjourned at 2:39 p.m.

Respectfully submitted,

Jill Jackson
Managing Assistant



CAMBRIA TOURISM BOARD (CTB)
(Cambria Local Fund Advisory Board)
Marketing Committee
Meeting Minutes
August 11, 2026

Call to Order

The meeting was called to order at 11:38 a.m.

In attendance: Karen Cartwright, Committee Chair; Jessica Blanchfield, Summer Bonilla, Archer & Hound Advertising; Ian Cameron, Jackie Hogan, Cambria Lawn Bowls Club; Jill Jackson, CTB MA.

Discussion Items

> **General Updates**

- **Report Review**

There were no questions on the report.

- **Content Highlights**

Jessica shared that they created more video content. Items that are uniquely Cambria.

They did one on pronunciation with Consuelo.

They created one on Covell Ranch's History.

Ride a Clydesdale organically received 1711 shares and 1077 follows

She shared part of the Jose at Sea Chest video.

- **Upcoming Content**

- **Wet Weather Planning**

Winter Weather experiences due to El Nino:

Cozy Cambria (campaign)

Leverage what we have, the entire community will benefit.

Ideas:

Tents for yoga and meditation

Canning

Painting

Food is weatherproof

Cozy Concerts – experiences

Candlelight (Fever) Festival

Pacific Coast Wine Trail

Cooking classes: Madeline's, Joceylin Center has a kitchen and hosts many classes, including Tai Chi. They can host classes indoor.

Ian shared that wet greens for bowling are good. Jessica suggested pop-up events.

Inspires multi-generational travel

Coast Gym – classes (Gym One location)

Lobbies of hotels

Bar at CPL

CCAT Indoor movies

Christmas Market – rain ideas, workshops

Need businesses to be involved to be successful. It definitely has value to Chamber members.

- Updates
 - Any new local businesses or changes we need to be aware of?
Big Sur fire – smoke
Dragonfly swarms

Meeting Adjournment

There being no further business, the meeting was adjourned at 12:35 p.m.

Respectfully submitted,

Jill Jackson
Managing Assistant

Cambria Tourism Board Budget

Revenue & Expenses

Fiscal Year Ending June 30, 2027

			<u>July</u>	<u>Collections Year to Date</u>	<u>YTD Collections with Carry Forward</u>
<u>Revenue</u>					
Carry Forward	\$	100,292.87	Actual Revenue:		
Projected General Collections	\$	482,500.00	General Collections	\$ 61,524.72	\$ 61,524.72
Projected Air BnB Collections	\$	42,250.00	Air BnB Collections	\$ 2,617.01	\$ 2,617.01
TOTAL Carry Forward + Projected Collections	\$	625,042.87	TOTAL:	\$ 64,141.73	\$ 64,141.73
					\$ 164,434.60
<u>Expense Description</u>					
	<u>Budget Amount</u>	<u>Unbilled Balance</u>			<u>YTD Expenses</u>
<u>Administration</u>					
Administrator - General Fund	\$	45,801.00	\$	42,138.07	\$ 3,662.93
District Administration Fees	\$	10,494.00	\$	9,211.17	\$ 1,282.83
H1TA Annual Fees	\$	14,724.00	\$	14,000.14	\$ 723.86
Administrator - Local Fund	\$	45,905.00	\$	42,079.62	\$ 3,825.38
Reimbursements Expense	\$	1,600.00	\$	1,600.00	\$ -
ADMINISTRATION TOTAL	\$	118,524.00	\$	109,029.00	\$ 9,495.00
<u>Marketing: Archer & Hound</u>					
Visit Cambria - Media & Outreach	\$	230,360.00	\$	209,054.24	\$ 21,305.76
Visit Cambria - Content Development	\$	42,000.00	\$	40,350.00	\$ 1,650.00
Cycle Central Coast	\$	45,100.00	\$	40,131.51	\$ 4,968.49
Hard Costs/Subscriptions/Reports/Mgmt	\$	93,540.00	\$	62,276.00	\$ 31,264.00
Contingency Fund	\$	14,000.00	\$	13,001.00	\$ 999.00
MARKETING TOTAL: ARCHER & HOUND	\$	425,000.00	\$	364,812.75	\$ 60,187.25
OUTREACH	\$	2,000.00	\$	2,000.00	\$ -
EVENTS	\$	50,000.00	\$	50,000.00	\$ -
EXPENSE TOTAL	\$	595,524.00	\$	525,841.75	\$ 69,682.25
General Contingency Fund	\$	29,518.87	\$	25,518.87	\$ 4,000.00
TOTAL EXPENSES, CAP RESERVE & CONTINGENCY	\$	625,042.87			\$ 73,682.25
Net Monthly Revenue			\$ (9,540.52)	Net Budget Funds	\$ 90,752.35
Current Contingency Fund Balance					
Includes Contingency Funds					

Cambria Tourism Board Marketing Budget

Fiscal Year Ending June 30, 2027

	Total Budget	Unbilled	July	Total Billed
Visit Cambria - Media & Outreach	\$ 230,360.00	\$ 209,054.24	\$ 21,305.76	\$ 21,305.76
E-Blast - Development (Quarterly Curated Funnel)	\$ 5,400.00	\$ 4,050.00	\$ 1,350.00	\$ 1,350.00
E-Blast - Development (Monthly Content)	\$ 5,400.00	\$ 4,950.00	\$ 450.00	\$ 450.00
Social Media Management (FB,IG,PIN)	\$ 43,200.00	\$ 39,600.00	\$ 3,600.00	\$ 3,600.00
Meta - Evergreen Traffic A	\$ 17,315.00	\$ 15,995.20	\$ 1,319.80	\$ 1,319.80
Meta - Evergreen Traffic B	\$ 19,200.00	\$ 17,158.33	\$ 2,041.67	\$ 2,041.67
Meta - Evergreen Traffic C	\$ 10,800.00	\$ 9,956.27	\$ 843.73	\$ 843.73
Meta - Evergreen Traffic G	\$ 11,850.00	\$ 10,932.18	\$ 917.82	\$ 917.82
Meta - Evergreen Traffic J	\$ 10,275.00	\$ 9,500.38	\$ 774.62	\$ 774.62
Meta - Newsletter Campaign	\$ 4,800.00	\$ 4,371.67	\$ 428.33	\$ 428.33
Meta - Seasonal Weather Trigger Campaign	\$ 7,520.00	\$ 5,890.00	\$ 1,630.00	\$ 1,630.00
Meta - Remarketing Campaign	\$ 6,000.00	\$ 6,000.00		\$ -
Pinterest - Wedding Campaign	\$ 11,900.00	\$ 11,900.00	\$ -	\$ -
Google Ads	\$ 48,000.00	\$ 44,031.37	\$ 3,968.63	\$ 3,968.63
Google Ads - Wedding	\$ 8,000.00	\$ 6,025.26	\$ 1,974.74	\$ 1,974.74
Cambria Insider Quarter page ad	\$ 700.00	\$ 700.00		\$ -
CBID Co-op / SLO CAL Co-op /Music Road Trip	\$ 10,000.00	\$ 10,000.00		\$ -
Summer Marketing Campaign	\$ 5,000.00	\$ 2,993.58	\$ 2,006.42	\$ 2,006.42
Winter Marketing Campaign	\$ 5,000.00	\$ 5,000.00		\$ -
Visit Cambria - Content Development	\$ 42,000.00	\$ 40,350.00	\$ 1,650.00	\$ 1,650.00
Quarterly Landing Page	\$ 4,200.00	\$ 3,150.00	\$ 1,050.00	\$ 1,050.00
Blog Content & SEO	\$ 5,100.00	\$ 5,100.00		\$ -
General/Ongoing Websites & App Edits (Visit & CCC)	\$ 7,200.00	\$ 6,600.00	\$ 600.00	\$ 600.00
App Itinerary & Tour Development	\$ 6,300.00	\$ 6,300.00		\$ -
Ad Production/Creative Development (Visit Cambria)	\$ 10,200.00	\$ 10,200.00		\$ -
Video & Photo Asset Gathering	\$ 9,000.00	\$ 9,000.00		\$ -
Cycle Central Coast	\$ 45,100.00	\$ 40,131.51	\$ 4,968.49	\$ 4,968.49
E-Blast Development	\$ 3,600.00	\$ 3,150.00	\$ 450.00	\$ 450.00
Social Media Management	\$ 24,400.00	\$ 21,700.00	\$ 2,700.00	\$ 2,700.00
Meta - Traffic & Engagement Campaign	\$ 9,600.00	\$ 8,381.51	\$ 1,218.49	\$ 1,218.49
Blog Development & SEO/GEO	\$ 3,000.00	\$ 2,400.00	\$ 600.00	\$ 600.00
Visiting Influencers Expenses (Video & Photo Asset Gathering)	\$ 4,500.00	\$ 4,500.00		\$ -
Hard Costs/Subscriptions/Reports/Management	\$ 93,540.00	\$ 62,276.00	\$ 31,264.00	\$ 31,264.00
Account and Media Management, Meetings	\$ 36,000.00	\$ 33,000.00	\$ 3,000.00	\$ 3,000.00
Website Hosting - Visit Cambria	\$ 3,120.00	\$ 2,860.00	\$ 260.00	\$ 260.00
Website Hosting - Cycle Central Coast	\$ 240.00	\$ 220.00	\$ 20.00	\$ 20.00
Accessibility Annual Subscription - VC & CCC Websites	\$ 1,490.00	\$ 1,490.00		\$ -
Wayfinder Sign - Reprinting	\$ 1,800.00	\$ 1,800.00		\$ -
E-Blast Subscription (up to 30,000)	\$ 2,040.00	\$ 1,885.00	\$ 155.00	\$ 155.00
CCTC Membership, Website SSL, Domain Renewals, Misc.	\$ 1,225.00	\$ 1,225.00		\$ -
Footfall Software Subscription	\$ 26,250.00	\$ (500.00)	\$ 26,750.00	\$ 26,750.00
App Annual Subscription	\$ 8,000.00	\$ 8,000.00		\$ -
Monthly Reports + Annual Planning Recap Report	\$ 5,680.00	\$ 5,300.00	\$ 380.00	\$ 380.00
Weather Ads / App Subscription	\$ 495.00	\$ 396.00	\$ 99.00	\$ 99.00
Klaviyo Subscription	\$ 7,200.00	\$ 6,600.00	\$ 600.00	\$ 600.00
Contingency Fund	\$ 14,000.00	\$ 13,001.00	\$ 999.00	\$ 999.00
Miscellaneous	\$ 14,000.00	\$ 13,001.00	\$ 999.00	\$ 999.00
Total Marketing Services:	\$ 425,000.00	\$ 364,812.75	\$ 60,187.25	\$ 60,187.25
Paid @ beginning of month:			\$ (26,750.00)	
Total Invoice:			\$ 33,437.25	



To : The Cambria Tourism Board Local Area Fund Application

RE : Cambria Annual Art and Wine Festival, 2027; January 28-31, 2027

Dear Cambria Tourism Board,

Thank you for your consideration of our application for funds to support our Cambria Annual Art and Wine Festival, 2027.

This Festival was created to encourage visitors in the off-season and is now a four-day event held in different "hubs" of activity: the Cambria Vets Hall, Cambria Historical Museum, Cambria Center for the Arts, and The Fog's End Bed and Breakfast.

Attendance at the Cambria Art and Wine Festival has continued to grow year after year. The Thursday wine seminar, limited to seats for an intimate educational and tasting experience, sells out completely and immediately! Our 5- course Kick-Off Dinner, where Central Coast wines are paired with a meal curated by some of Cambria's top chefs, is an evening not to be missed! Who wouldn't want to enjoy a 3 night stay in our beautiful village?

We would like to give you an opportunity to participate in the Cambria Art and Wine Festival as a Platinum sponsor/benefactor of this very popular event. Attached is our application for funds and supporting documents.

If you have any questions or if I can be of any further help, please do not hesitate to contact me.

Thank you for being a part of the Cambria Art and Wine Festival in the past and supporting the Cambria Chamber of Commerce. We hope to continue the relationship this year and focus on the well-being and advancement of a "common thread" partnership for the community of Cambria.

Respectfully Submitted,

Katherine Gillen, Director of Membership and Marketing

Highway 1 Tourism Alliance (H1TA)

Local Area Fund Application - TOURISM EVENTS

Event Information (Emphasis will be placed on events that occur in the off-season, Oct-June)

Event Title: Annual Cambria Art and Wine Festival- 2027

Event Dates: January 28-31, 2027

Amount of Funding Requested: \$10,000.00 Overall Budget: \$52,000.00

Organization Information

Local Fund Area: Cambria, CA

Submitted by: Cambria Chamber of Commerce

Phone Number: 805.927.3624 mobile: 805.903.3475

Email Address: info@cambriachamber.org

Organization Receiving Funds: Cambria Chamber of Commerce

Mailing Address: 767 Main St., Cambria, CA. 93428

Contact Person: Katherine Gillen

Event Description, including website:

see attached #1

Event Details

	<u>Last Year</u>	<u>Current Year (Projected)</u>
Total Revenue	\$29,150	\$40,000
Total Expenditures	\$21,115	\$17,000
# of Attendees	525	620
% Out of Area Attendees	80%	80%
# of Room Nights ⁽³⁾	550	744
Describe how event will support overnight stays:	see attached #2	

*please consider a vacation rental as 1 room/unit

Room night calculation: Grant funding \$ ^{10,000} / \$200 (average ADR) = 50 (number of room nights that must be secured in order for event sponsorship to break even)

As part of your application submission, please include financials (revenue and expenditures). Funds requested should not be used for overhead or maintenance.

Keep in mind that a percentage of the requested event sponsorship funds need to be attributed to out-of-area marketing. A detailed marketing plan should be part of your application submission.

Note if your organization has received funding in previous years, include the follow-up report as part of your application submission. If funded, a Follow-up Report will need to be submitted 60 days following the conclusion of your event.

Please acknowledge that the following will be provided by initialing each:

- | | |
|-----------|---|
| <u>KG</u> | Visibility of lodging messaging: Accommodations/Places to Stay section on your website and Facebook page, with active links to lodging information on the local fund tourism site |
| <u>KG</u> | Inclusion in promotions: Tourism logo needs to be listed as a sponsor / partner on promotional materials including website and social media. Printed materials must also include the logo, and we ask that the tourism brand be publicly recognized as a sponsor at the event (when applicable). |
| <u>KG</u> | Database acquisition: A mechanism must be implemented to gather email addresses from attendees, with the agreement that these emails will be shared for inclusion in the local fund email database. |
| <u>KG</u> | Tickets for promotional purposes: Ticketed events are requested to provide 4 tickets to be used by the tourism board for promotional purposes. |
| <u>KG</u> | Program ad: If the event includes a program, ad space is required. |

If you did not initial the sponsorship criteria above, please provide an explanation of why this criterion is unable to be met:

Before signing the statement below, please confirm that each of the following is included within your submission:

- | | |
|------------|--|
| <u>KG</u> | Completed & signed Application |
| <u>KG</u> | Completed & signed W-9 |
| <u>KG</u> | Financials, including income and expenditures |
| <u>KG</u> | Marketing Plan |
| <u>N/A</u> | Prior Year Follow-Up Report (if local monies have been provided in the past)
Submitting 120 days prior to event date, and 14 business days prior to LFA board meeting |

APPLICANT'S STATEMENT I have reviewed the foregoing application submitted by Cambria Chamber of Commerce proposing a contractual project to the Highway 1 Tourism Alliance (H1TA). I understand that by signing the contract with the H1TA, that the organization will be responsible for any damage claims or other liabilities arising out of the performance of the contract. Additionally, the applicant understands that he/she is entering into a contract with the H1TA for a specific program/project and/or event and the H1TA is not making a charitable gift to the applicant. I have reviewed this application on behalf of the organization named herein-above. I am informed and believe that the applicant and/or organization can and will carry out the program/project and/or event as described.

I declare under penalty of perjury that the foregoing is true and correct. Executed at, Cambria, California, on this 20th day of July 2026.

By (Signature): Katherine Gillen
Print Name: Katherine Gillen Title: Dir, Membership and Marketing

Greg Pacheco, CTB Chair: _____ Date: 9/10/2026

Follow-up Report

A final report must be received within 60 days of the conclusion of the event, and will be required if future funding is sought.

The report must include the following:

1. **Overview:** A brief synopsis of the event or project. Please include a statement describing activities/services/programs and how it met the goal to increase overnight stays.
2. **Visitor Data:** Include the number of participants overall, and the percentage of out-of-area attendees. Please provide email addresses (Excel format) that will be imported into the existing tourism database.
3. **Brand Support:** Provide proof of the tourism logo usage in promotional materials, and how the "stay" message was integrated into the overall campaign.
4. **Marketing:** Please summarize the results of the marketing efforts by illustrating engagement, click-throughs and web page views.
5. **Financial Report:** A financial statement that details how the funds were expended.

Event Description:

Envision this: Stroll through gallery-quality art exhibits where you can meet the makers; savor unlimited pours from top -tiered regional vineyards and each sip tells the story of the local vintner.

So join us for the ultimate 4 days of culture and flavor at the Cambria Art and Wine Festival!

Browse breathtaking works from many jury-selected artists while sipping vintages from local winemakers. Complete with gourmet culinary pairings at the event dinner, live music, and interactive demonstrations, this is the premier celebration of our peaceful season.

#2

Describe how this event will support overnight stays:

Where color meet flavor, and inspiration flows as freely as the wine-- this describes the annual Cambria Art and Wine Festival! This beloved tradition invites out-of-towners and locals alike to spend 4 fun-filled days and 3 glorious nights in a celebration of creativity, culture and community. Cambria is the place to be in late winter, and regulars delight in visiting their local shops. There is a new development in the works as hoteliers are eagerly preparing their Art and Wine Festival stay packages as they compete for sold-out rooms. This is where we also facilitate the use of the portable Visitor Guide kiosks thus enabling the attendees to navigate with the convenience of their cell phones. The portable Visitor Guide kiosks have proven to impress locals and visitors alike! Event statistics show that 80% of the attendees are from out of town and we have tracked that many visitors are even from out of state. Our marketing efforts include our roster of 23 years of attendee information, Constant Contact email members (1,500) and 22 Chamber of Commerce liaisons, forged through mutual respect of each community represented.

As we celebrate the vibrant spirit of creativity of art that brings us all together, we look forward to the event growing year after year. Our Thursday Wine Seminar, with an intimate setting to share wine facts and tastings, has proven to be a sought-after introduction to our event. We plan to introduce a new VIP hour, using 2 strategic locations to encourage traffic "flow" to the southern-most part of Cambria to the most northern part of Moonstone Beach...again, a new strategy for covering all the art and wine areas of the entire village!

We need your assistance as the Cambria Tourism Board for very good reasons: the Cambria Art and Wine Festival is one of the largest events hosted here in Cambria and we want to promote your support as our local Tourism Board. We need your belief in our event, as we are getting close to our 25th anniversary year of the Cambria Art and Wine Festival.

Our promotion of the event has already begun...we are securing vendors, wineries, artists and volunteers to participate in this off-season celebration. Due to the fact that this is a winter event, these loyal attendees seem to help immensely in spreading the word—visitors that wouldn't ordinarily travel during the off season. As a major sponsor, the Cambria Tourism Board will be acknowledged on the official website, social media, our banners throughout town and on our Constant Contact Eblasts. During the wine seminar, the Gala Dinner, and the grand prize raffle on Sunday, the Cambria Tourism Board and other major sponsors will be thanked directly and graciously. We appreciate your consideration and openly ask for your support in 2027!

From the desk of the Cambria Art & Wine Festival Event Director – Reagan Catalan:

To Whom It May Concern on the Cambria Tourism Board,

We are thrilled to be bringing the Art & Wine Festival back to the town of Cambria in 2027 for the 23rd year. This event is a wonderful opportunity for outside guests to enjoy what Cambria has to offer—from delicious wine, thoughtfully curated art, quaint streets, gorgeous views & the small-town vibe that you can't find anywhere else. As a local who has grown up here, you can trust me when I say, that this event is chock-full of opportunity & value. It's an event that is full-scale enough to bring guests from all over, yet it's falls perfectly into our "small town vibe" that makes people fall in love with the town I am so happy to call home. I am always so impressed by what this community is capable of when we put our minds to it!

For this upcoming year, we are planning on altering the landscape of the event. We are incorporating two more tasting locations to our layout. For countless years, we have included the Cambria Historical Museum, Cambria Center for the Arts & the Cambria Vets Hall. This year, we will also be adding the Fog's End—to incorporate more of the East End of town, as well as a Moonstone Beach location which will tie in the furthest North End of town. As always, we will have the trolley running where ticket holders can get from each end of town as smoothly as possible, with stops in between. We will have easy accessibility to purchase tickets which allows visitors who didn't know about the event to purchase tickets on the spot. Our plan this year is to push more heavily on social media platform(s) as well. We will be creating a separate Instagram page just for the event to gain wider knowledge across the internet. This event will be heavily marketed on the radio, internet & newspaper as well. We are also working heavily throughout the county, gaining sponsorships & partnerships we are proud of. We are working diligently with a local digital design artist who is curating a map that will be the guide to each of the ticket holders to maneuverer throughout town. Last but not least, this event is a multi-day event, which means guests have numerous opportunities to participate in various activities. From a wine seminar on Thursday to a raffle on Sunday, most guests are staying 1-3 nights. Which also means that they will be having meals at our restaurants, shopping in our stores & supporting our boutique hotels.

As the director, someone who has participated in this event, as well as someone who scours the internet/social media world for events just like this, please trust me when I say that this entire concept is something a small town like Cambria needs. It brings forth many different walks of life, different demographics & ages, it brings in people from all over the state (& last year we had a handful of out of state guests too!), & it's perfect for locals alike! We are heading into this upcoming year with bigger ideas, more tools in our belt & an overall appreciation of our Cambria community. Like I said—as someone who has grown up here—this event is perfect for our town. As we get closer to our silver anniversary, we are asking for your support more than ever, because this event is only getting bigger & better!

Cheers,

Reagan Kniffen Catalan

Cambria Art & Wine Festival Director



Funding Request & Intended Use of CTB Donation

Budget Category	Amount	Notes on Intended Use
<u>Director of Event</u>	\$5,000	Covers the cost to hire a director for the event. This ensures that the event is handled professionally– from marketing, scheduling, coordination, & taking responsibility for the event.
<u>Rentals</u> -Dinner Supplies -Vets Hall	\$2,500	-Covers the cost of the rentals for the Friday night dinner. In order to host the 5 course meal, we need to rent chairs, linen, flatware, plates and glassware for 100+ guests. This event is the kickoff of the weekend & brings many people from out of town. -Covers the cost of renting the Vets Hall for this 4 day event. The Vets Hall is a crucial location for this event since it is central to town & it has been the same location for the event for numerous years.
<u>Promotional Marketing</u>	\$2,500	Covers costs to target a regional campaign as well as a far-reaching digital strategy. Using these funds to target new groups in outer markets, split funds across search, social media and local display ads. Our growth focus is to drive broad visibility and encourage new sales. This includes local outreach with New Times, Adelman Broadcasting & The Rock Radio. In addition, Estero Bay News is in alignment to provide extensive coverage through print ads. We plan to work with other non-local agencies in the same genre to reach places such as SF area, Orange County & the Inland Empire.
<u>Other & Miscellaneous</u>	TBD	Covers the cost of additional marketing expenses. This event promotes encouragement to stay in town. This is a yearly event that promotes a numerous day stay in Cambria.

<u>Total Funding Request</u>	\$10,000
-------------------------------------	-----------------

08/07/26

Balance Sheet

Cash Basis

As of June 30, 2026

	Jun 30, 26
ASSETS	
Current Assets	
Checking/Savings	
Mechanic's Bank - Checking	39,776.67
Mechanic's Bank - Money Market	3,000.00
Total Checking/Savings	42,776.67
Accounts Receivable	
Accounts Receivable	-845.00
Total Accounts Receivable	-845.00
Total Current Assets	41,931.67
Other Assets	
Equipment	
Depreciation	-1,023.00
Equipment - Other	2,526.83
Total Equipment	1,503.83
Total Other Assets	1,503.83
TOTAL ASSETS	43,435.50
LIABILITIES & EQUITY	
Liabilities	
Current Liabilities	
Other Current Liabilities	
Payroll Liabilities	-886.28
Sales Tax	-1.00
Total Other Current Liabilities	-887.28
Total Current Liabilities	-887.28
Total Liabilities	-887.28
Equity	
Opening Bal Equity	50,643.48
Retained Earnings (Retained Earnings)	20,610.93
Net Income	-26,931.63
Total Equity	44,322.78
TOTAL LIABILITIES & EQUITY	43,435.50

	Jun 26
Ordinary Income/Expense	
Income	
Dues	
New Member	375.00
Renewals	1,725.00
Total Dues	2,100.00
Event Income	
Mayors Race	3,187.60
Total Event Income	3,187.60
Gift shop	
Tote Bags	94.12
Total Gift shop	94.12
Signs	100.00
Total Income	5,481.72
Gross Profit	5,481.72
Expense	
Advertising & Marketing	31.50
Credit card fees	
SQUARE FEES	32.24
Total Credit card fees	32.24
Insurance	
Liability Insurance	439.25
Total Insurance	439.25
Marketing	
New Website (Updates to existing websi...	257.50
Total Marketing	257.50
Office Cleaning	240.00
Payroll Expenses	
Gross	6,480.00
Taxes	495.72
Total Payroll Expenses	6,975.72
Telephone	392.21
Utilities	
Electric	239.65
Trash	105.38
Water	206.02
Total Utilities	551.05
Total Expense	8,919.47
Net Ordinary Income	-3,437.75
Net Income	-3,437.75

Before you begin. For guidance related to the purpose of Form W-9, see *Purpose of Form*, below.

entity's name on line 2.)

Cambria Chamber of Commerce

2 Business name/disregarded entity name, if different from above.

☐ Individual/sole proprietor ☒ C corporation ☐ S corporation ☐ Partnership ☐ Trust/estate

☐ LLC. Enter the tax classification (C = C corporation, S = S corporation, P = Partnership)

Note: Check the "LLC" box above and, in the entry space, enter the appropriate code (C, S, or P) for the tax classification of the LLC, unless it is a disregarded entity. A disregarded entity should instead check the appropriate box for the tax classification of its owner.

☐ Other (see instructions)

4 Exemptions (codes apply only to certain entities, not individuals; see instructions on page 3):

Exempt payee code (if any)

Exemption from Foreign Account Tax
Compliance Act (FATCA) reporting
code (if any)

(Applies to accounts maintained outside the United States.)

3b If on line 3a you checked "Partnership" or "Trust/estate," or checked "LLC" and entered "P" as its tax classification, and you are providing this form to a partnership, trust, or estate in which you have an ownership interest, check this box if you have any foreign partners, owners, or beneficiaries. See instructions.

5 Address (number, street, and apt. or suite no.). See instructions.

Requester's name and address (optional)

6 City, state, and ZIP code

Cambria, CA 93428

7 List account number(s) here (optional)

Part I Taxpayer Identification Number (TIN)

Enter your TIN in the appropriate box. The TIN provided must match the name given on line 1 to avoid backup withholding. For individuals, this is generally your social security number (SSN). However, for a resident alien, sole proprietor, or disregarded entity, see the instructions for Part I, later. For other entities, it is your employer identification number (EIN). If you do not have a number, see *How to get a TIN*, later.

Note: If the account is in more than one name, see the instructions for line 1. See also *What Name and Number To Give the Requester* for guidelines on whose number to enter.

Social security number

			-			-				
--	--	--	---	--	--	---	--	--	--	--

or

Employer identification number

9	5	-	0	6	0	0	1	0	9
---	---	---	---	---	---	---	---	---	---

Part II Certification

Under penalties of perjury, I certify that:

1. The number shown on this form is my correct taxpayer identification number (or I am waiting for a number to be issued to me); and
2. I am not subject to backup withholding because (a) I am exempt from backup withholding, or (b) I have not been notified by the Internal Revenue Service (IRS) that I am subject to backup withholding as a result of a failure to report all interest or dividends, or (c) the IRS has notified me that I am no longer subject to backup withholding; and
3. I am a U.S. citizen or other U.S. person (defined below); and
4. The FATCA code(s) entered on this form (if any) indicating that I am exempt from FATCA reporting is correct.

Certification instructions. You must cross out item 2 above if you have been notified by the IRS that you are currently subject to backup withholding because you have failed to report all interest and dividends on your tax return. For real estate transactions, item 2 does not apply. For mortgage interest paid, acquisition or abandonment of secured property, cancellation of debt, contributions to an individual retirement arrangement (IRA), and, generally, payments other than interest and dividends, you are not required to sign the certification, but you must provide your correct TIN. See the instructions for Part II, later.

**Sign
Here**

Signature of U.S. person

Katherine J. Gillen (director)

Date 7-22-26

General Instructions

Section references are to the Internal Revenue Code unless otherwise noted.

Future developments. For the latest information about developments related to Form W-9 and its instructions, such as legislation enacted after they were published, go to www.irs.gov/FormW9.

What's New

Line 3a has been modified to clarify how a disregarded entity completes this line. An LLC that is a disregarded entity should check the appropriate box for the tax classification of its owner. Otherwise, it should check the "LLC" box and enter its appropriate tax classification.

New line 3b has been added to this form. A flow-through entity is required to complete this line to indicate that it has direct or indirect foreign partners, owners, or beneficiaries when it provides the Form W-9 to another flow-through entity in which it has an ownership interest. This change is intended to provide a flow-through entity with information regarding the status of its indirect foreign partners, owners, or beneficiaries, so that it can satisfy any applicable reporting requirements. For example, a partnership that has any indirect foreign partners may be required to complete Schedules K-2 and K-3. See the Partnership Instructions for Schedules K-2 and K-3 (Form 1065).

Purpose of Form

An individual or entity (Form W-9 requester) who is required to file an information return with the IRS is giving you this form because they

Cambria Chamber of Commerce
Profit & Loss
March 1, 2025 through February 3, 2026

Art & Wine Income Comparison

	2025	2026	DIFFERENCE	
Art and Wine				
Artist's Faire	1,000.00	865.00	(135.00)	
Business Participant	1,680.00	1,200.00	(480.00)	
Donation	100.00	50.00	(50.00)	
Program Ads	1,650.00	1,575.00	(75.00)	
Souvenirs (Souvenirs)				
Poster sales (poster sales)	115.00	110.00	(5.00)	
Raffle ticket sales (Raffle tickets)	847.00	1,280.00	433.00	
Souvenirs (Souvenirs) - Other	420.00	90.00	(330.00)	
Sponsor (2025 \$10,000 from CTB)	12,750.00	9,750.00	(3,000.00)	
Tickets				
Designated Driver	275.00	800.00	525.00	
Event at the door	2,610.00	885.00	(1,725.00)	
Event pre sale	4,860.00	12,950.00	8,090.00	
Thursday Event	2,000.00	1,745.00	(255.00)	
VIP Party Package	13,500.00	18,965.00	5,465.00	
Total Tickets	23,245.00	35,345.00	12,100.00	
Total Art and Wine	41,807.00	50,265.00	8,458.00	

Total Expenses

26,022.92

21,115.00

4,907.92

TOTAL NET PROFIT

15,784.08

29,150.00

13,365.92



Save
the
Date

2027
cambria
art & wine
festival
January
28th-31st

JOIN US FOR...

Art Exhibits Wine Seminars
Elegant Food Prizes

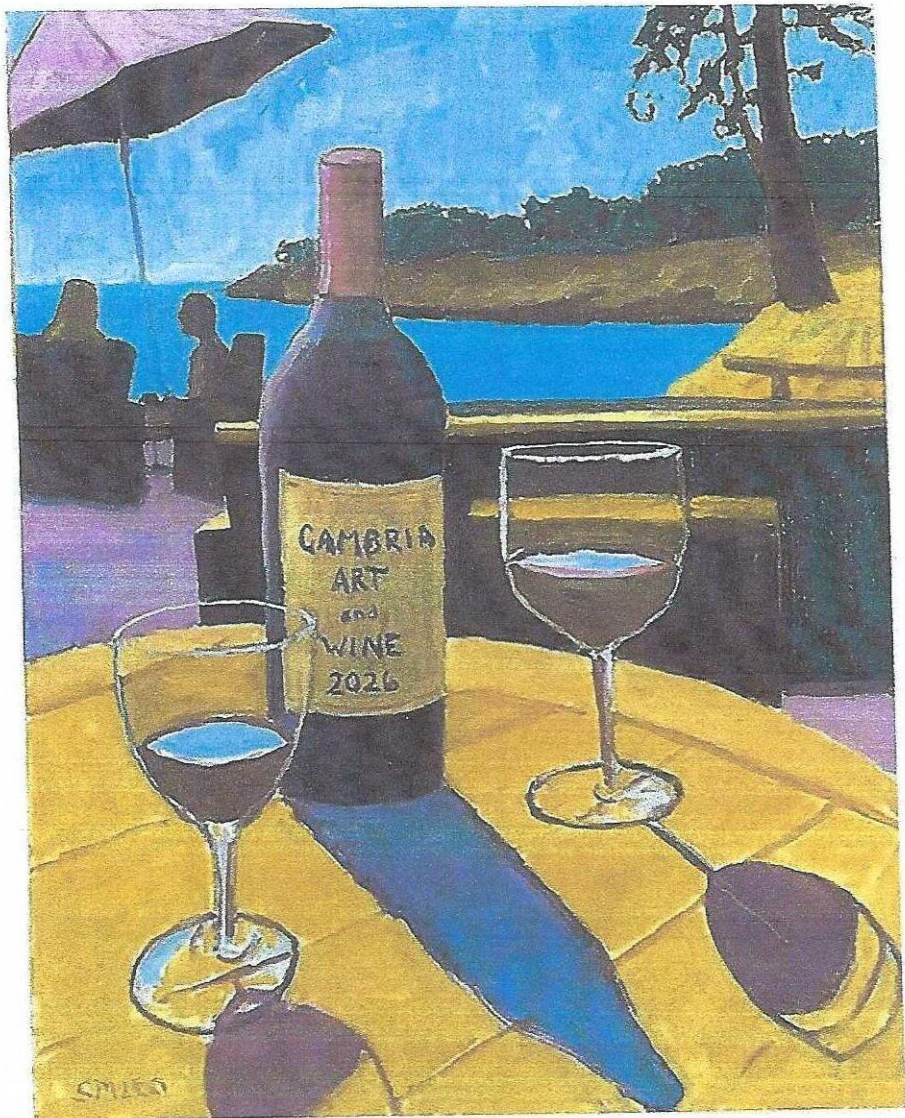
Contact us for information about being an event sponsor

www.cambriaartwine.org

Find Us on:



cambria art & wine festival



January 29th - February 1st, 2026
Featured Artist: Cindy Stiles

THIS PROGRAM GIVES YOU ACCESS TO ALL MAIN EVENT VENUES. YOU MUST SHOW IT TO GAIN ACCESS.
To earn raffle tickets, scan QR codes at participating locations listed inside this passport.



2026 cambria art & wine festival Jan. 29th-Feb. 1st

The Cambria Chamber of Commerce welcomes all of you to
the **2026 Art & Wine Festival**

We are so grateful you are here and we know this will be a special weekend. Thank you to all the businesses, artists and vendors for their participation. We especially want to thank the Cambria Historical Society and the Cambria Center for the Arts for partnering with the Chamber as hosts.

ADDITIONAL THANKS TO OUR PLATINUM SPONSORS

ADELMAN BROADCASTING
CAMBRIA SHORES INN

CAMBRIA COLLECTION BY
PACIFICA HOTELS

TOYOTA SAN LUIS OBSIPO

They will be located
Cambria Historical
1.

Center for the Arts



Featured Artist: **Cindy Stiles**

Cambria artist Cindy Stiles finds daily inspiration in the beauty of Cambria and the California coastline. She has been painting since becoming an empty-nester in 2006 and over the years she has studied hard on her own and with recognized master artists in workshops throughout the United States. Early in her career she was recognized in an exhibit of emerging artists at the Bakersfield Museum of Art and she has had one-person shows at the Bakersfield Art Association, Cambria Center for the Arts and smaller venues.

Center for the Arts

Cindy admires and draws inspiration from the California Impressionists (today's as well as those from the past). She paints on Wednesdays with the Cambria Irregulars and almost daily in her studio. Her work can be seen at Monarch Gallery in Cambria as well as Cambria Center for the Arts.

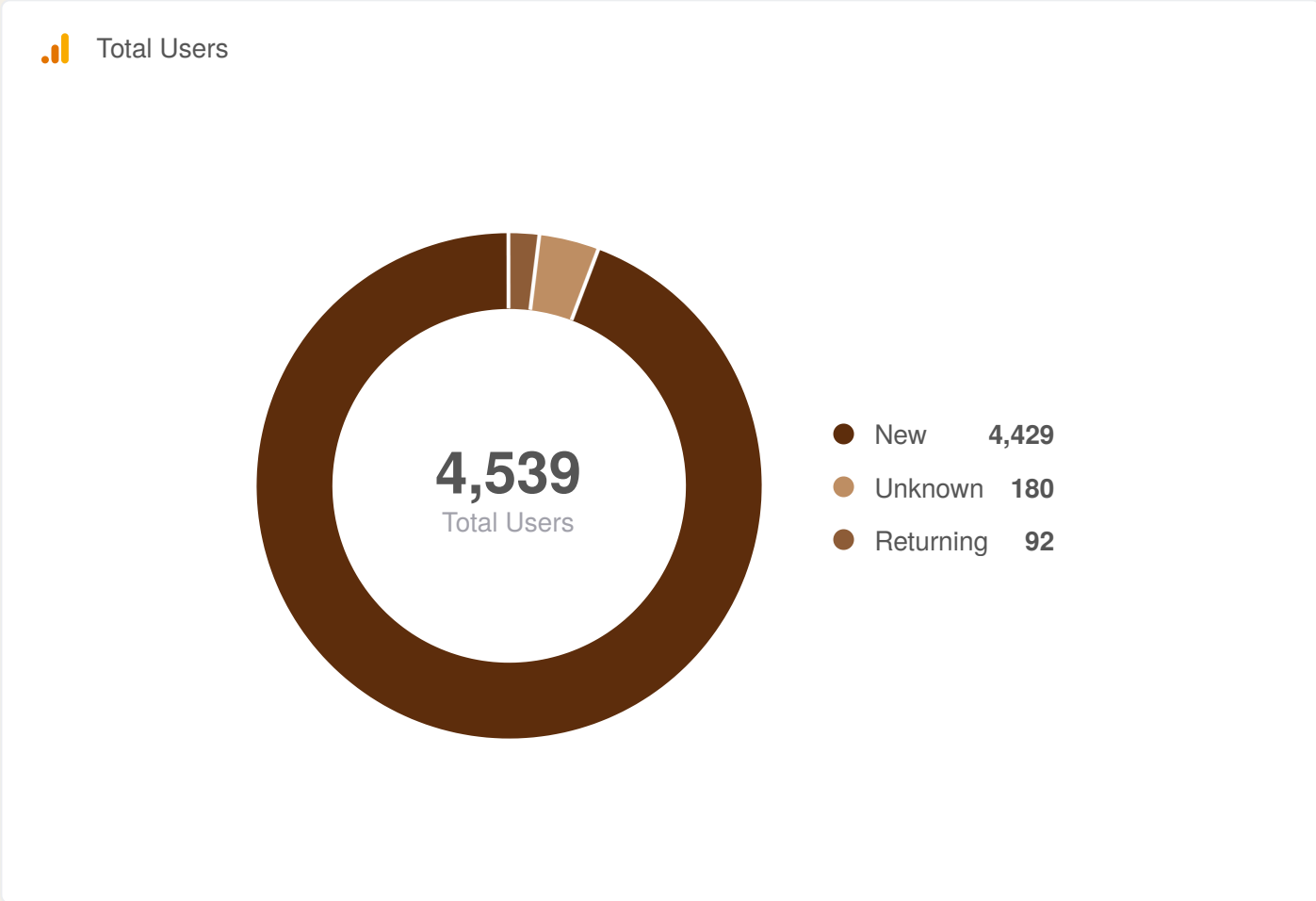
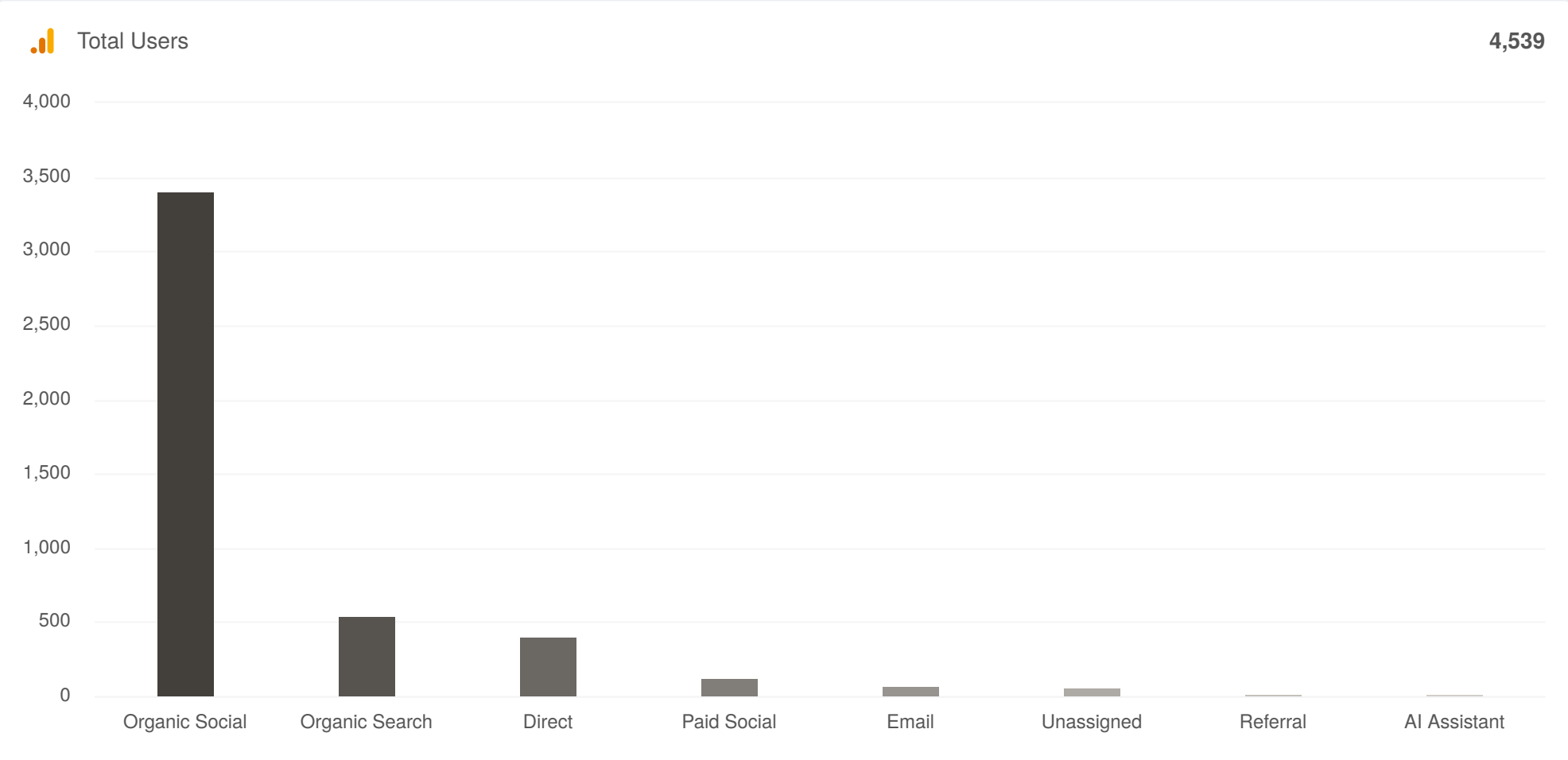


ARCHER & HOUND

Cycle Central Coast Marketing Report

August 2026

Website Traffic



Website Traffic—Page Insights



Views

5,914



Engagement Rate

24.88%



Average Session Duration

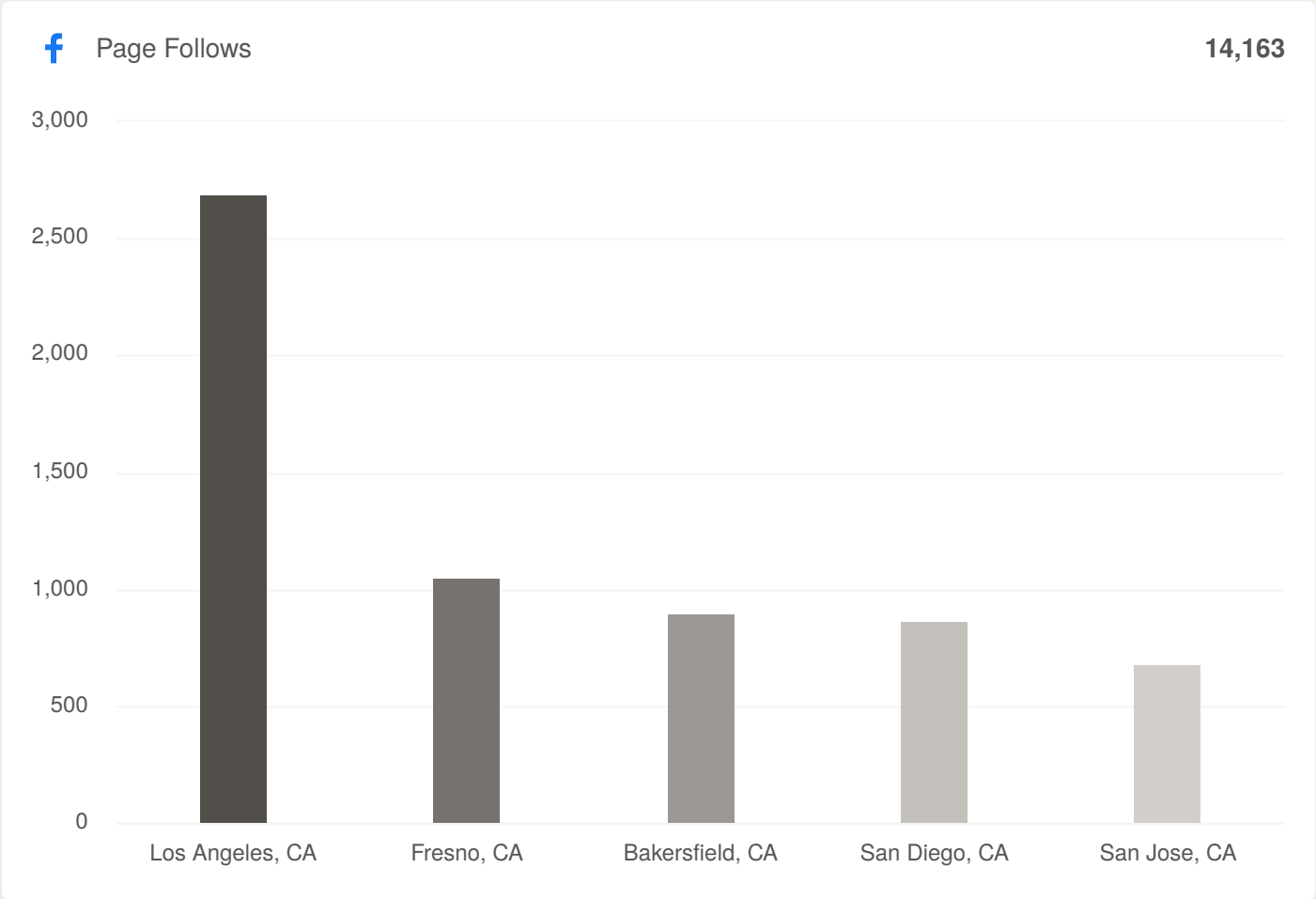
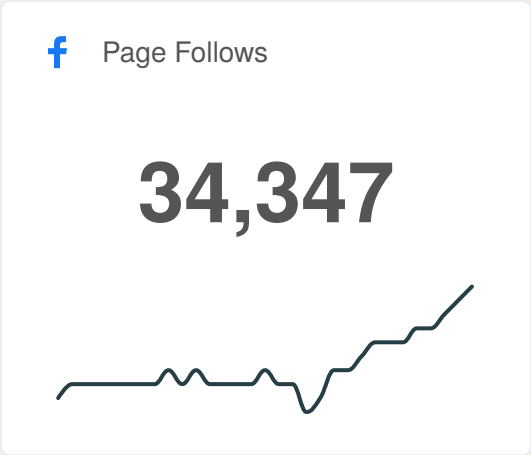
00:01:56



Top 10 Pages

PAGE	VIEWS	ENGAGEMENT RATE
/blog/guide-to-ragged-point-for-cyclists/	3,496	15.03%
/routes/	321	83.63%
/	288	53.50%
/events/	145	78.45%
/blog/guide-to-training-for-road-cycling-on-the-central-coast/	126	33.06%
/blog/roads-to-ride-in-cambria/	112	46.73%
/blog/highway-1-cycling/	98	52.04%
/routes/santa-rosa-creek-route/	68	75.41%
/event/lighthouse-century-2026/	66	85.42%
/routes/beach-to-beach/	63	76.36%

Organic Social—Facebook



f

Top 5 Posts

DATE	POST	LIKES	SHARES	CLICKS
Aug 11, 2026	 One ride can change your enti...	20	7	60
Aug 14, 2026	 Some climbs test your legs. Ot...	16	0	14
Aug 31, 2026	 It's amazing how a little fresh ...	15	0	77
Aug 19, 2026	 Some therapy sessions come ...	12	0	1
Aug 25, 2026	 From iconic Highway 1 coastli...	10	2	11

Organic Social—Instagram

 Followers

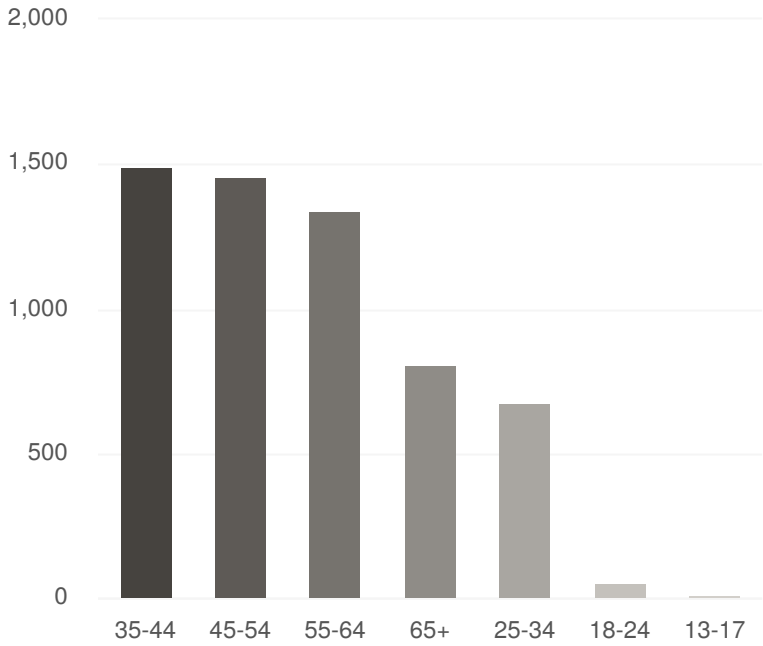
5,905

 Post Engagement

101

 Followers by Age

5,808



 Top 5 Instagram Posts

POST	DATE	REACH	LIKES	SAVED
 Some climbs test...	Aug 14, 2026	2,222	92	7
 It's amazing how ...	Aug 31, 2026	1,928	81	4
 One ride can cha...	Aug 11, 2026	1,835	64	5
 Some therapy se...	Aug 19, 2026	656	36	2
 From iconic High...	Aug 25, 2026	664	31	3

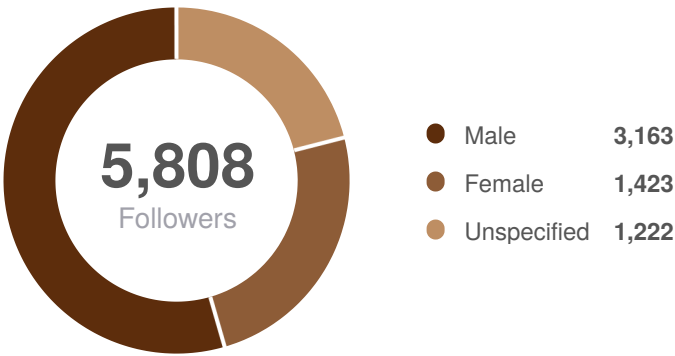
 Saves

67

 Shares

81

 Followers by Gender



Paid Digital Advertising—Meta

Amount Spent

\$1,126.27

Impressions

134.0 K

Landing Page Views

3,424

Campaign Insights

CAMPAIGN	IMPRESSIONS	CLICKS	AVERAGE CPC	CTR
A&H L1 Engagement Quality Traffic	45,337	4,259	\$0.13	9.39%
A&H L1 Engagement Sponsor Post	88,676	944	\$0.59	1.06%

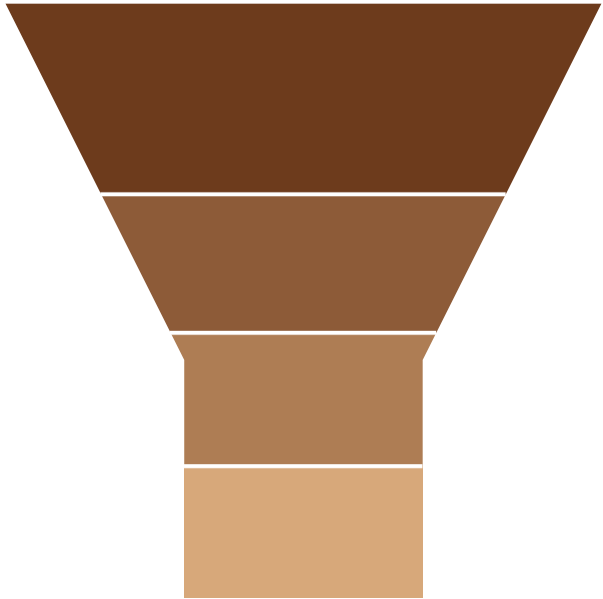
CTR

3.88%

Average CPC

\$0.22

Impressions and Clicks



- Impressions 134 K
- Clicks 5,203
- Outbound Clicks 3,849
- Landing Page Views 3,424



ARCHER & HOUND

Visit Cambria Marketing Report

August 2026

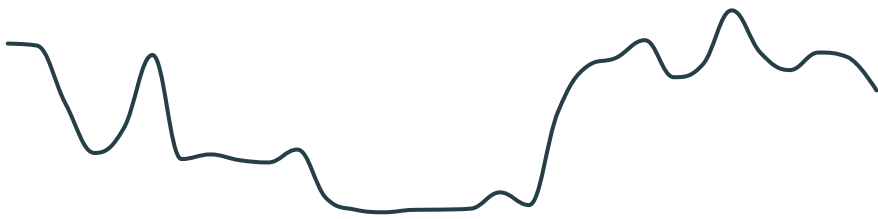


Website Traffic



Sessions

44,753



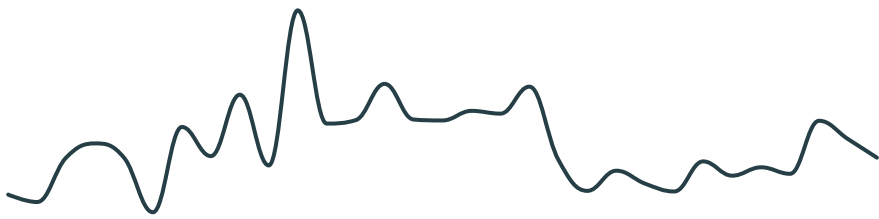
Conversions

2,582



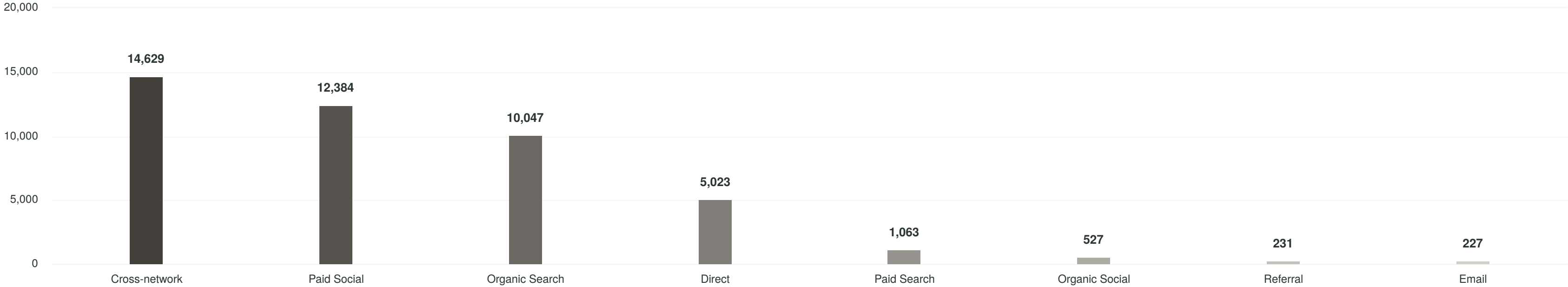
Conversion Rate

3.38%



Session by Channel

44,753



Website Traffic—User Insights

 Total Users

39,981



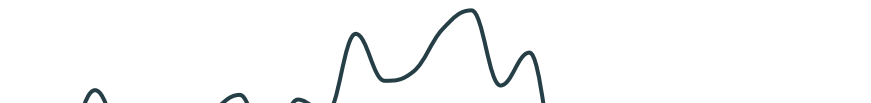
 New Users

38,740



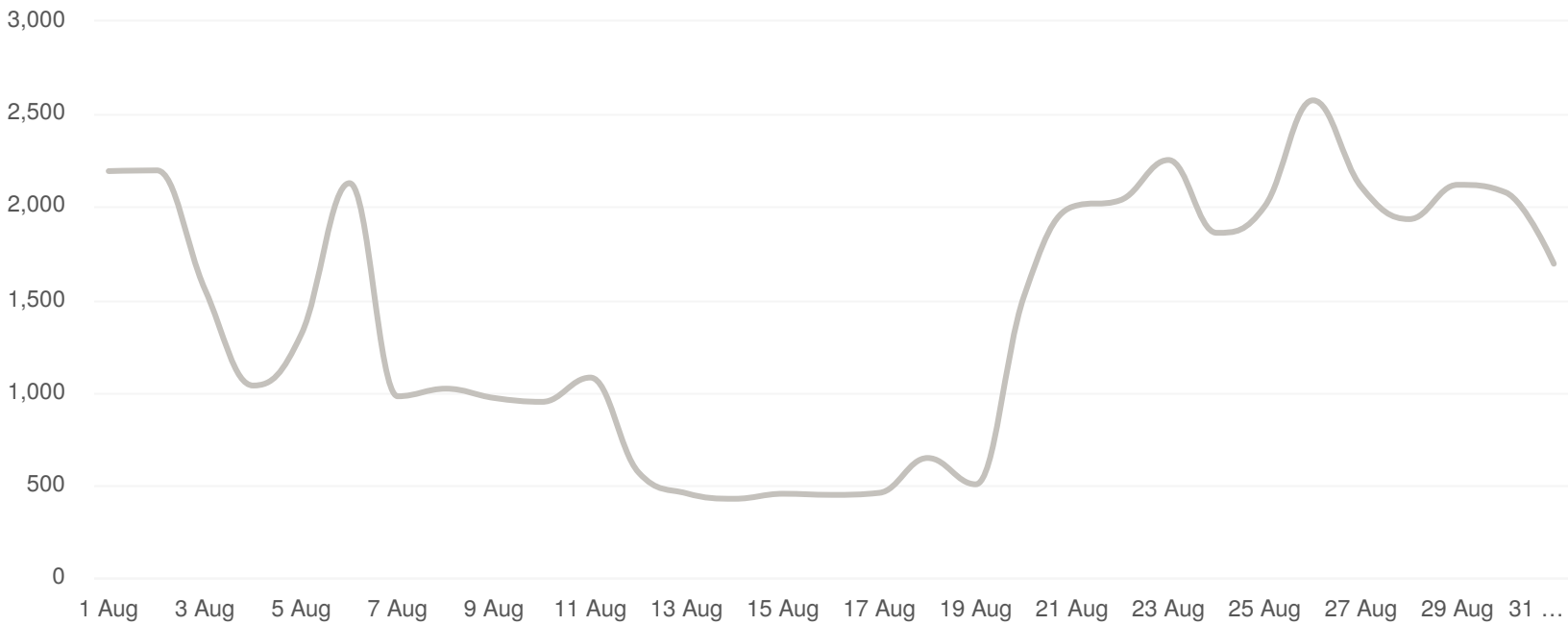
 User Engagement Duration Per User

00:00:35

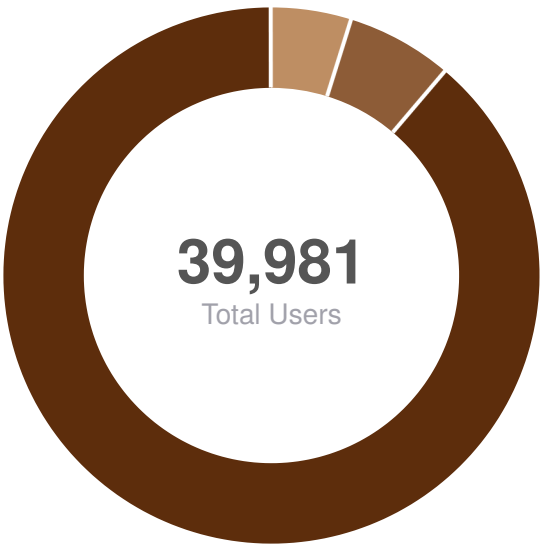


 Total Users

39,981



 Total Users



- New 38,464
- Returning 2,773
- Unknown 2,098

Website Traffic—Page Insights



Views

71,632



Top 10 Pages

PAGE	VIEWS	ENGAGEMENT RATE
/	17,856	43.26%
/weddings-in-cambria/	7,380	36.89%
/5-hidden-gems-to-discover-in-cambria/	5,924	51.78%
/visitors/	3,246	70.11%
/lodging-specials/	1,991	91.15%
/lodging/	1,959	95.06%
/historical-cambria-walking-tour/	1,634	41.19%
/moonstone-beach/	1,601	77.08%
/everything-uniquely-cambria/	1,495	51.41%
/events/	1,421	91.71%

Total App Downloads

15,981

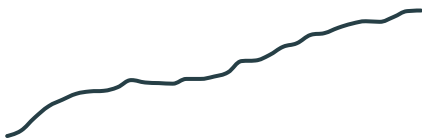
Wedding Form Submissions

0

Organic Social—Facebook

f Page Follows

129.8 K



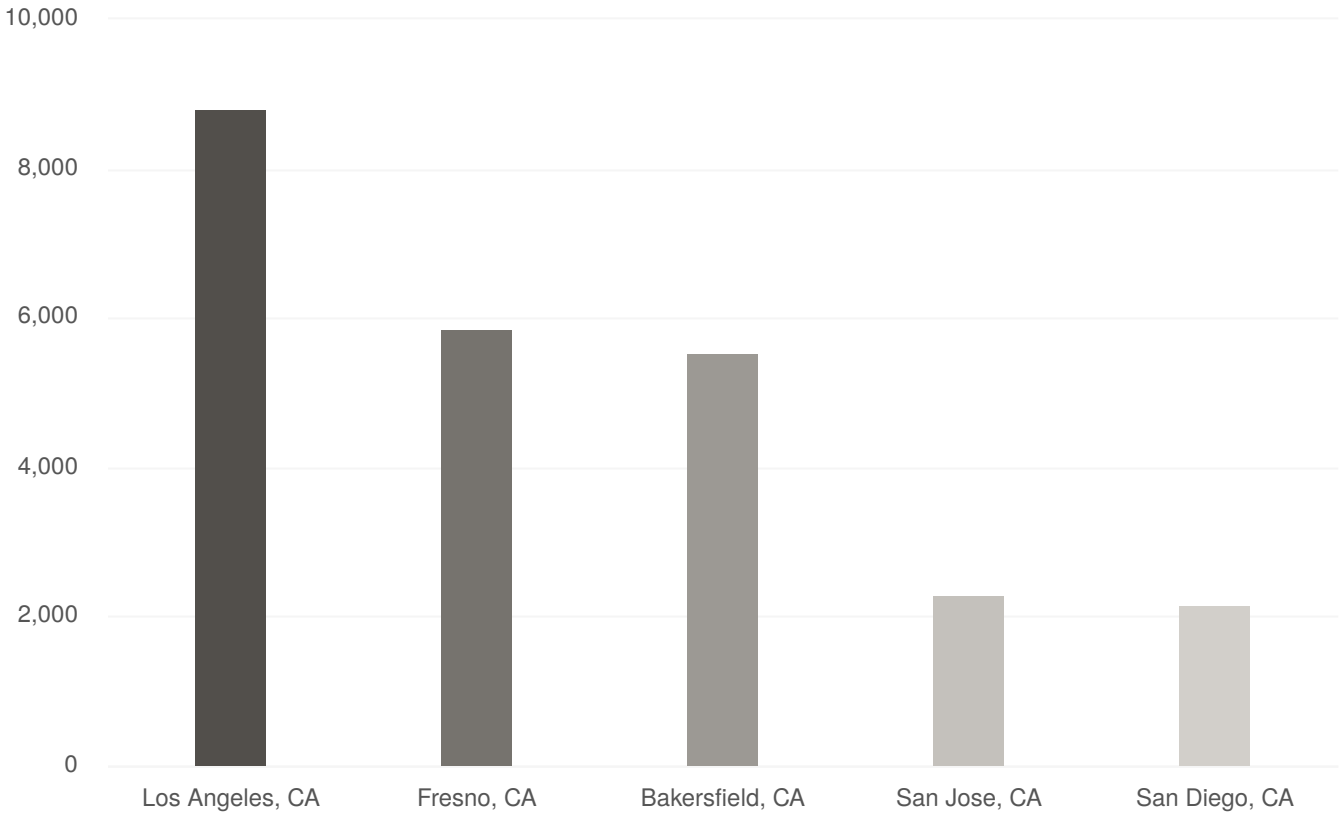
f Post Engagement

29,601



f Page Follows

53,822



f Top 5 Facebook Posts

DATE	POST	LIKES	SHARES	CLICKS
Aug 3, 2026	 Visiting Cambria? Make time f...	1,161	111	999
Aug 17, 2026	 Some treasures aren't found—...	442	18	363
Aug 28, 2026	 "You look happier." Maybe it's t...	358	24	175
Aug 9, 2026	 There's something about C...	258	5	462
Aug 30, 2026	 Happy National Beach Day ... Photos from Visit Cambria's pr	166	8	359

Organic Social—Instagram

 Followers

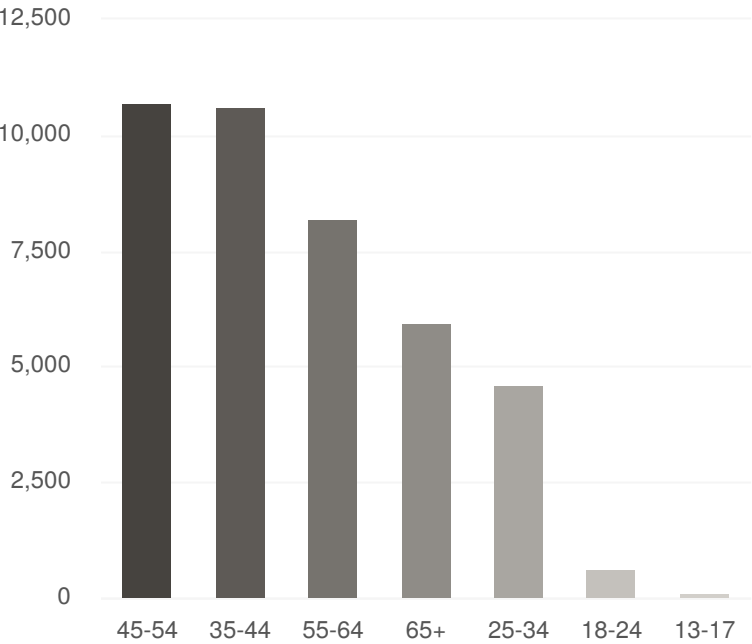
41,908

 Post Engagements

2,016

 Followers by Age

40,624



 Top 5 Instagram Posts

DATE	POST	REACH	LIKES	SAVED
Aug 28, 2026	 “You look happier...	8,565	810	54
Aug 3, 2026	 Visiting Cambria?...	10,348	798	132
Aug 21, 2026	 Moonstone Be...	9,149	512	77
Aug 10, 2026	 When you finally ...	6,328	496	24
Aug 17, 2026	 Some treasures ...	6,379	447	45

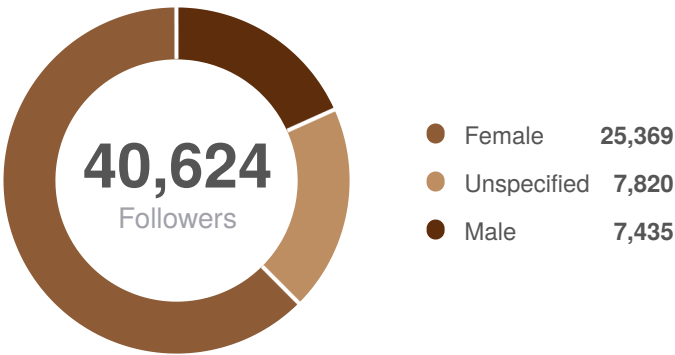
 Saves

1,192

 Shares

1,457

 Followers by Gender



Organic Social—Pinterest

 Impressions

2,657

 Engagement Rate

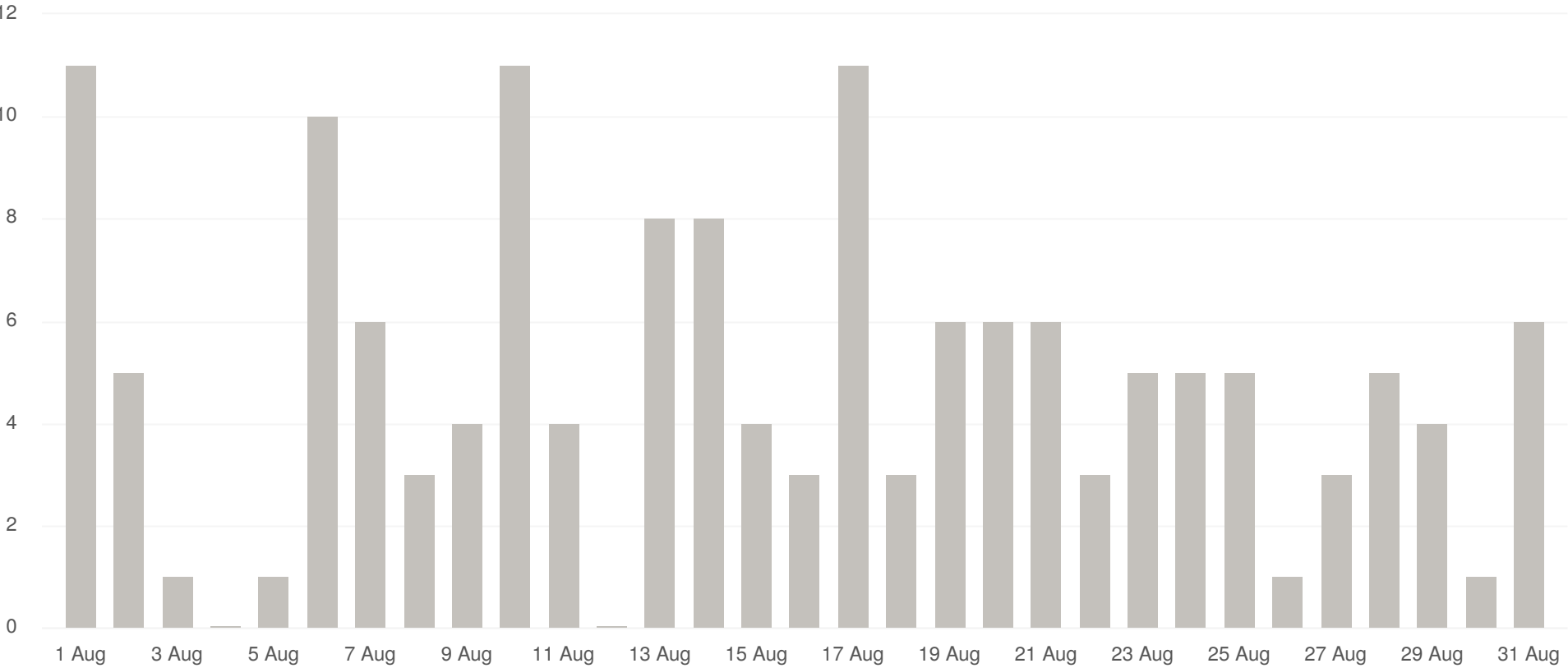
5.61%

 Outbound Clicks

18

 Engagements

149



 Pin Click Rate

3.88%

 Pin Clicks

103

Paid Digital Advertising—Meta

Amount Spent

\$8,322.12

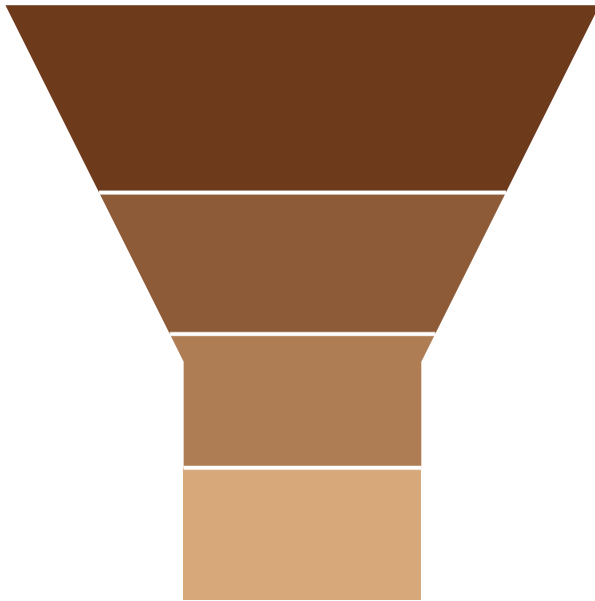
Impressions

604.1 K

Landing Page Views

11,422

Click Funnel



- Impressions 604 K
- Clicks 22,301
- Outbound Clicks 13,024
- Landing Page Views 11,422

Campaign Insights

CAMPAIGN	IMPRESSIONS	LANDING PAGE VIEWS	AVERAGE CPC	CTR
A&H L1 Engage Traffic A/B/C/G/J 071726	419,972	10,676	\$0.33	4.43%
A&H L1 Awareness Weather CV 070725	138,057	352	\$2.52	0.44%
A&H L2 Lead Newsletter 070725	28,260	3	\$0.16	9.06%
A&H L1 Engagement Summer 2026 0603	17,795	391	\$0.59	3.06%

CTR

3.69%

CPC

\$0.37

Paid Digital Advertising—Google

 Amount Spent

\$6,066.57

 CTR

2.54%

 Clicks

17,387

 Avg CPC

\$0.35

 Conversions

5,304.54



 Campaign Breakdown

CAMPAIGN	COST	IMPRESSIONS	CLICKS	AVG CPC	CONVERSIONS	CONVERSION RATE
Demand Gen CTB Vacationers Prospecting	\$2,425.10	487,266	10,729	\$0.23	5,111.63	42.98%
Demand Gen Cambria Weddings Early Planning	\$2,038.93	190,992	5,749	\$0.35	7.92	0.14%
Search Visit Cambria Brand	\$1,602.54	6,748	909	\$1.76	184.99	20.35%

Local Fund Summary

SEPT
2026

Visit SLO CAL
Community Reports
June 2026

HOTEL OCCUPANCY

74.5%

↑ 3.3%

HOTEL DEMAND

239K

↑ 4.5%

REVPAR

\$167

↑ 6.7%

VISITOR SPENDING Q1

\$211.1M

↑ 9.6%

VISITORS Q1

\$2.0M

↑ 9.3%

Email · Social · PR

EMAIL	78.7K SUBS	1.6K TRAFFIC	
FB	130.9K FANS	445K IMPR	23K ENG
IG	53.6K FOLLOW	147K IMPR	6.5K ENG
YT	393.5K VIEWS	3.0K HRS	
PR*	4 HITS	26.3M UVPM	16 YTD HITS

*Previous Month

TOT / Assessment

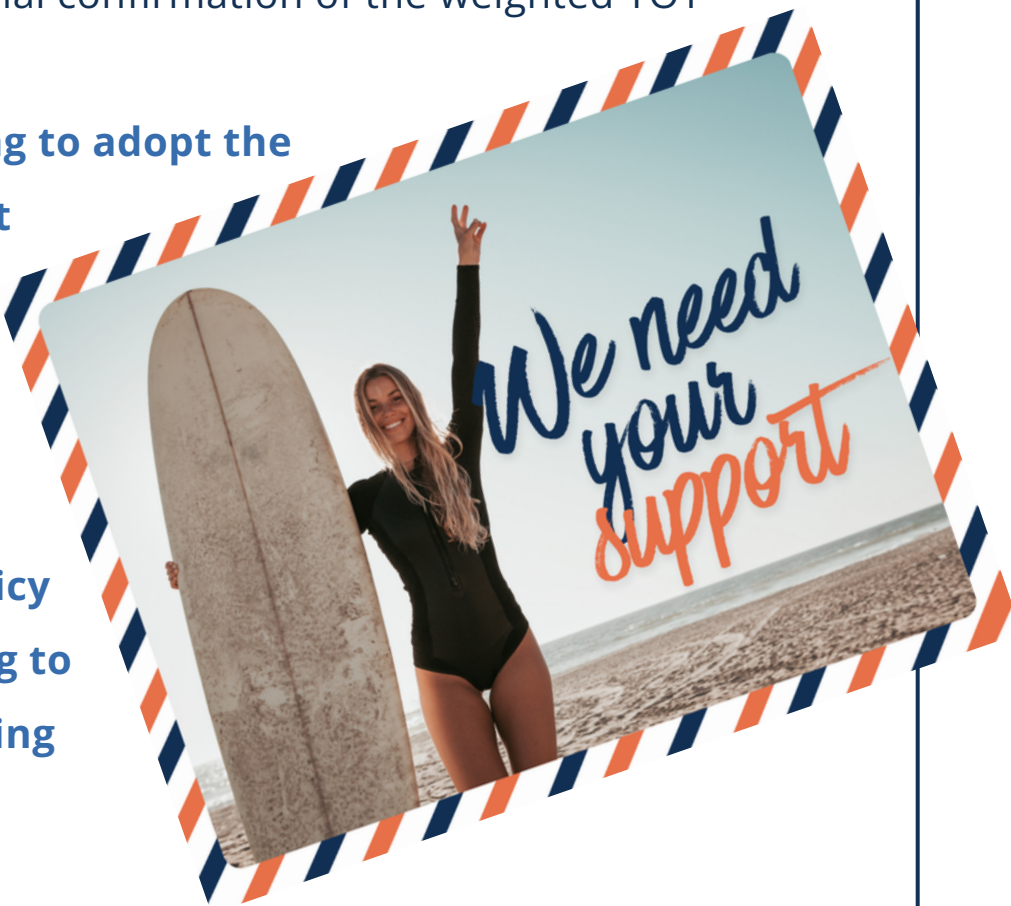
July	2026	2025
San Simeon RP	\$257,281	\$254,473
Cambria Harmony	\$579,616	\$626,116
Cayucos	\$229,689	\$205,649
Los Osos Baywood	\$50,061	\$66,246
Edna AG	\$180,991	\$173,998
Avila Beach	\$478,696	\$323,320
Oceano Nipomo	\$169,308	\$101,960
CBID Total	\$1,945,641	\$1,751,761

Governance

PETITION DRIVE

Next steps and key dates for the petition drive, include:

- September 14 - Submit final petitions to the County
- September 18 - County staff report due with final confirmation of the weighted TOT percentage of who supported the petition
- **September 29 - Board of Supervisors meeting to adopt the Resolution of Intention to form 1994 District**
- October 3 - 1994 District Formation Notice of Public Hearing mailing deadline
- **November 3 - Board of Supervisors meeting to include 1994 District Formation Public Meeting and a presentation of the draft policy**
- **November 17 - Board of Supervisors meeting to include 1994 District Formation Public Hearing and adopt Resolution of Formation**
- June 30, 2027 - 1989 District sunsets
- July 1, 2027 - Begin collection of assessment under 1994 District



We are here to help: admin@SLOcountyBID.com
Member Portal: Highway1RoadTrip.com/member

Media Coverage

Forbes UVPM 49.65M
"Coastal Cali Escape on Highway 1"
Included direct link to Highway1RoadTrip.com and included mentions with links of Oceanpoint Ranch, elephant seals, Linn's Restaurant, and Cambria Garden Shed.

Board Meetings

4th Wed (exc. Nov & Dec), 2pm · Cambria Pines Lodge.

30*
SEPTEMBER

28
OCTOBER

*Schedule change